

### **REMARKS**

The above amendments are made in response to the Final Office action of August 15, 2007. The Examiner's reconsideration is respectfully requested in view of the above amendment and the following remarks. No new matter has been added, amendments have been made for purposes of clarifying the claimed invention.

Claims 1-5 and 9 have been amended. Support for the amendments to claims 1-5 and 9 can be found in FIGS. 1, 2, 5-8B and throughout the specification as filed. Claims 1-10 are pending in the present application.

### **Claim Rejections Under 35 U.S.C. § 103**

#### ***Claims 1, 3, 4 and 9***

Claims 1, 3, 4 and 9 stand rejected under 35 U.S.C. § 103(a) as being allegedly unpatentable over Maeda (U.S. Patent No. 6,285,422, hereinafter "Maeda") in view of Epstein (U.S. Patent No. 6,801,276, hereinafter "Epstein"). The Examiner states that Maeda discloses all of the elements of the abovementioned claims except, *the polarizing layer and the light diffusing layer are integrally formed*, which the Examiner states is disclosed primarily in FIG. 2 and column 4, lines 33-64 of Epstein.

Maeda is directed to a transfective liquid crystal device with bright reflective display. (See Abstract). Maeda discloses a display device 100 including a polarizer 14, a liquid crystal panel 10, a light scattering member 15, a polarized light separator 16 and a light source 17. (See FIG. 1 and column 8, line 12 through column 12, line 63.) The polarized light separator 16 transmits light of a first polarity and reflects light of a polarity substantially orthogonal to the first polarity. (See FIGS. 2-4 and 23, and column 8, line 40 through column 9, line 27). The polarized light separator 16 and the scattering member 15 are separated from one another. (See FIGS. 2 and 23).

Maeda does not teach, suggest or disclose: **a polarizing member which transmits a first polarity of light and absorbs a second polarity of light which is substantially orthogonal to the first polarity, wherein the polarizing member includes a polarizing layer and a light-diffusing layer integrally formed with the**

**polarizing layer, and the polarizing member is disposed adjacent to the light generating section so as to generate a second and a third light by polarizing and diffusing the first light** as claimed in independent claim 1 of the present invention.

The polarized light separator 16 and the diffuser 15 of Maeda, which the Examiner alleges are equivalent to the claimed polarizing member transmit a first polarity of light, e.g., the polarity parallel to the dimensions of the page as shown in FIG. 2, and **reflects** a second polarity orthogonal to the first polarity, e.g., the polarity into the page as shown in FIG. 2. Therefore, the diffuser 15 and light separator 16 are not equivalent to a polarizing member as claimed in independent claim 1.

Maeda also does not teach, suggest or disclose: **a semi-transmissive film disposed on the light generating section which transmits only a portion of the first light which has a first polarity and partially reflects a portion of a second light which is incident to the semi-transmissive film from a direction substantially opposite to the first light, wherein the reflected portion of the second light has a polarity substantially orthogonal to the polarity of the transmitted first light; and a polarizing member which includes a polarizing layer and a light-diffusing layer integrally formed with the polarizing layer, wherein the polarizing member is disposed adjacent to the semi-transmissive film so as to generate a third and a fifth light by polarizing and diffusing the transmitted portion of the first light and to generate a fourth and a sixth light by polarizing and diffusing the reflected portion of the second light** as claimed in independent claim 4 of the present invention.

The Examiner alleges that the reflecting plate 220 of Maeda is equivalent to the semi-transmissive film as claimed. However, the reflecting plate 220 of Maeda indiscriminately transmits all polarities of light from the light source 17. It similarly indiscriminately reflects all polarities of light which are incident to the reflecting plate 220 from a direction substantially opposite to the first light. (See FIGS. 22 and 23 and column 29, line 1 through column 30, line 67). Therefore, the reflecting plate 220 is not equivalent to the semi-transmissive film as claimed in independent claim 4.

Epstein discloses a self-adhering optical element 2 which includes a self-adhering diffuser 28 adhesively coupled to an optical component 12. The optical component 12 may be a polarizer. (See FIG. 2 and column 4, lines 33-55).

Epstein fails to cure the defects of Maeda with respect to independent claims 1 and 4 as discussed above, namely, Epstein does not teach, suggest or disclose: **a polarizing member which transmits a first polarity of light and absorbs a second polarity of light which is substantially orthogonal to the first polarity, wherein the polarizing member includes a polarizing layer and a light-diffusing layer integrally formed with the polarizing layer, and the polarizing member is disposed adjacent to the light generating section so as to generate a second and a third light by polarizing and diffusing the first light as claimed in independent claim 1 of the present invention; or a semi-transmissive film disposed on the light generating section which transmits only a portion of the first light which has a first polarity and partially reflects a portion of a second light which is incident to the semi-transmissive film from a direction substantially opposite to the first light, wherein the reflected portion of the second light has a polarity substantially orthogonal to the polarity of the transmitted first light; and a polarizing member which includes a polarizing layer and a light-diffusing layer integrally formed with the polarizing layer, wherein the polarizing member is disposed adjacent to the semi-transmissive film so as to generate a third and a fifth light by polarizing and diffusing the transmitted portion of the first light and to generate a fourth and a sixth light by polarizing and diffusing the reflected portion of the second light as claimed in independent claim 4 of the present invention.**

Thus, claims 1 and 4 are believed to be patentably distinct and not anticipated by Maeda, Epstein or any combination thereof. Claim 3 depends directly from claim 1, and thus includes all of the limitations of claim 1. Claim 9 depends directly from claim 4, and thus includes all of the limitations of claim 4. It is thus believed that dependent claims 3 and 9 are allowable for at least the reasons given for independent claims 1 and 4, which are believed to be allowable.

Accordingly, Applicants respectfully request reconsideration and withdrawal of the rejection of claims 1, 3, 4 and 9 in view of Maeda and Epstein.

***Claims 1-6, 9 and 10***

Claims 1-6, 9 and 10 stand rejected under 35 U.S.C. § 103(a) as being allegedly unpatentable over Iijima (U.S. Patent No. 6,906,767, hereinafter "Iijima") in view of Epstein. The Examiner states that Iijima discloses all of the elements of the abovementioned claims except, *the polarizing layer and the light diffusing layer are integrally formed*, which the Examiner states is disclosed primarily in FIG. 2 and column 4, lines 33-64 of Epstein.

Iijima is directed to an LCD with diffuser having a particular haze value and diffuser-reflector distance, and reduced parallax. (See Abstract). Iijima discloses a display device 10 including an upper polarizing plate 12, a liquid crystal display panel 20, a light diffusion plate 30, a lower polarizing plate 15, a reflection polarizing plate 40, a light source 70 and a light reflection plate 80. (See FIG. 5 and column 11, line 40 through column 13, line 49). The lower polarizing plate 15 of Iijima is disposed above a reflection polarizing plate 40, which in turn is disposed above a light source 70 in FIG. 5, and the polarizing plate 15 is disposed above a light diffusion plate 30 and a reflection polarizing plate 40, which in turn is disposed above a light source 70 in FIG. 7. The polarizing plate 15 and the light diffusion plate 30 are separated from one another. (See FIG. 5 and FIG. 7).

Iijima does not teach, suggest or disclose: **a polarizing member which transmits a first polarity of light and absorbs a second polarity of light which is substantially orthogonal to the first polarity, wherein the polarizing member includes a polarizing layer and a light-diffusing layer integrally formed with the polarizing layer, and the polarizing member is disposed adjacent to the light generating section so as to generate a second and a third light by polarizing and diffusing the first light as claimed in independent claim 1 of the present invention.**

The Examiner alleges that the lower polarizing plate 15 and the light diffusion plate 30 of Iijima are equivalent to the claimed polarizing member. However, Iijima includes multiple components disposed between the lower polarizing plate 15 and the light source 70. Therefore, the lower polarizing plate 15 and the light diffusion plate 30 of Iijima do not teach a polarizing member disposed adjacent to the light generating section as claimed.

Iijima also does not teach, suggest or disclose: **a semi-transmissive film disposed on the light generating section which transmits only a portion of the first light which has a first polarity and partially reflects a portion of a second light which is incident to the semi-transmissive film from a direction substantially opposite to the first light, wherein the reflected portion of the second light has a polarity substantially orthogonal to the polarity of the transmitted first light; and a polarizing member which includes a polarizing layer and a light-diffusing layer integrally formed with the polarizing layer, wherein the polarizing member is disposed adjacent to the semi-transmissive film so as to generate a third and a fifth light by polarizing and diffusing the transmitted portion of the first light and to generate a fourth and a sixth light by polarizing and diffusing the reflected portion of the second light as claimed in independent claim 4 of the present invention.**

The Examiner alleges that the reflection polarizing plate 40 is equivalent to the semi-transmissive film as claimed. The reflection polarizing plate 40 does transmit only a portion of the first light therethrough, wherein the transmitted portion has a first polarity; however, there is no teaching, suggestion, or disclosure that the reflection polarizing plate 40 partially reflects a portion of a second light which is incident to the reflection polarizing plate 40 from a direction substantially opposite to the first light (herein, the first light would be coming from the backlight). There is never disclosed a second light reflecting from the polarizing plate 40. (See FIGS. 2-7). Therefore, the reflection polarizing plate 40 is not equivalent to the semi-transmissive film as claimed in independent claim 4.

As discussed above, Epstein discloses a self-adhering optical element 2 which includes a self-adhering diffuser 28 adhesively coupled to an optical component 12. The optical component 12 may be a polarizer. (See FIG. 2 and column 4, lines 33-55).

Epstein fails to cure the defects of Iijima with respect to independent claims 1 and 4 as discussed above, namely, Epstein does not teach, suggest or disclose: **a polarizing member which transmits a first polarity of light and absorbs a second polarity of light which is substantially orthogonal to the first polarity, wherein the polarizing member includes a polarizing layer and a light-diffusing layer integrally formed with the polarizing layer, and the polarizing member is disposed adjacent to the**

**light generating section so as to generate a second and a third light by polarizing and diffusing the first light as claimed in independent claim 1 of the present invention; or a semi-transmissive film disposed on the light generating section which transmits only a portion of the first light which has a first polarity and partially reflects a portion of a second light which is incident to the semi-transmissive film from a direction substantially opposite to the first light, wherein the reflected portion of the second light has a polarity substantially orthogonal to the polarity of the transmitted first light; and a polarizing member which includes a polarizing layer and a light-diffusing layer integrally formed with the polarizing layer, wherein the polarizing member is disposed adjacent to the semi-transmissive film so as to generate a third and a fifth light by polarizing and diffusing the transmitted portion of the first light and to generate a fourth and a sixth light by polarizing and diffusing the reflected portion of the second light as claimed in independent claim 4 of the present invention.**

Thus, claims 1 and 4 are believed to be patentably distinct and not anticipated by Iijima, Epstein or any combination thereof. Claims 2 and 3 depend directly from claim 1, and thus include all of the limitations of claim 1. Claims 5, 6, 9 and 10 depend directly or indirectly from claim 4, and thus include all of the limitations of claim 4. It is thus believed that dependent claims 2, 3, 5, 6, 9 and 10 are allowable for at least the reasons given for independent claims 1 and 4, which are believed to be allowable.

Accordingly, Applicants respectfully request reconsideration and withdrawal of the rejection of claims 1-6, 9 and 10 in view of Maeda and Epstein and the subsequent allowance of those claims.

#### ***Claims 7 and 8***

Claims 7 and 8 stand rejected under 35 U.S.C. §103(a) as being unpatentable over Iijima in view of Epstein and further in view of Kawamoto et al. (U.S. Patent No. 6,809,782, hereinafter "Kawamoto"). The Examiner has stated that Iijima in view of Epstein and Kawamoto teaches all of the limitations of claims 7 and 8.

As mentioned above for amended independent claim 4, Iijima in view of Epstein neither teaches nor suggests **a semi-transmissive film disposed on the light generating**

**section which transmits only a portion of the first light which has a first polarity and partially reflects a portion of a second light which is incident to the semi-transmissive film from a direction substantially opposite to the first light, wherein the reflected portion of the second light has a polarity substantially orthogonal to the polarity of the transmitted first light; and a polarizing member which includes a polarizing layer and a light-diffusing layer integrally formed with the polarizing layer, wherein the polarizing member is disposed adjacent to the semi-transmissive film so as to generate a third and a fifth light by polarizing and diffusing the transmitted portion of the first light and to generate a fourth and a sixth light by polarizing and diffusing the reflected portion of the second light as claimed in independent claim 4 of the present invention.**

Kawamoto is directed to a display including a diffusing layer 11, a linearly polarized light separator 12 and a light absorbing layer 13. The display also includes a liquid crystal cell 2 and an absorbing polarizer 3. (See FIG. 1 and column 4, lines 37-49). The diffusing layer 11 and the linearly polarized light separator 13 are separately formed.

Kawamoto, however, fails to cure the deficiencies of Iijima in view of Epstein with respect to independent claim 4, namely, Kawamoto fails to teach or suggest **a semi-transmissive film disposed on the light generating section which transmits only a portion of the first light which has a first polarity and partially reflects a portion of a second light which is incident to the semi-transmissive film from a direction substantially opposite to the first light, wherein the reflected portion of the second light has a polarity substantially orthogonal to the polarity of the transmitted first light; and a polarizing member which includes a polarizing layer and a light-diffusing layer integrally formed with the polarizing layer, wherein the polarizing member is disposed adjacent to the semi-transmissive film so as to generate a third and a fifth light by polarizing and diffusing the transmitted portion of the first light and to generate a fourth and a sixth light by polarizing and diffusing the reflected portion of the second light as claimed in independent claim 4.**

Thus, Applicants submit that Iijima, Epstein and Kawamoto, alone or in combination, do not render obvious the subject matter of claim 4. Claims 7 and 8 depend from claim 4, and thus include the allowable elements of claim 4. It is thus believed that

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the dependent claims are patentable over the cited references for at least the reasons given above for independent claim 4.

Accordingly, it is respectfully submitted that the claimed invention is allowable over the cited references. The Examiner's reconsideration and withdrawal of the rejection of claims 7 and 8, and the subsequent allowance of claims 7 and 8, is respectfully requested.



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**Conclusion**

In light of the above remarks, the present application including claims 1-10 are believed to be in condition for allowance.

Accordingly, Applicants respectfully request that the Examiner reconsider and withdraw the outstanding rejections. If there are any charges due with respect to this response, please charge them to Deposit Account No. 06-1130 maintained by Applicants' Attorneys.

Respectfully submitted,

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